C2710-1 7/19/82

The woes of GF's Cycle
See Magazine

# Advertising Age

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*$1 a copy; $40 a year* *The International Newspaper of Marketing • In Two Sections, Section 1.* *July 19, 1982*

# Ciba-Geigy readies new otc drug move

By NANCY GIGES

In what appears to be a case of history repeating itself, Ciba-Geigy has formed a new unit, Ciba Consumer Pharmaceuticals, as it again attempts to become a factor in the over-the-counter drug business.

The U.S. subsidiary of the large Swiss drug company has toyed with nonprescription products, but has never seemed wholeheartedly committed to the support of such an effort.

The new division is headed by Jeff Lyle, formerly division vp-proprietary products. Gerald Ostrov, formerly group product director, Johnson & Johnson wound care products, has been named vp-marketing of the new unit, which is based in Edison, N.J.

According to a spokesman, the first products moved to the division are Vioform antibacterial ointment, Privine nasal spray and Nupercainal anesthetic ointment. Ciba has named Ogilvy & Mather Partners as one of two agencies that will handle the brands. The company said the other shop has not been named since it still must decide on how the advertising assignment will be divided.

**Retailers begin advertising new herpes drug—Page 10.**
**Timex jumps into healthcare marketing—Page 68.**

Last year, Ciba was one of the first clients of Sudler & Hennessey's new consumer group, but the nature of the assignment was never disclosed. Sudler is a subsidiary of Young & Rubicam. The Ciba spokesman said ethical promotion of those products will continue to be handled internally.

Another group of products that eventually could be marketed by the new unit is the Transderm line, which currently is sold only by prescription. One of these products, Transderm-Scop, a drug to prevent motion sickness, is packaged as a thin disc that is placed behind the ear and intended to last for three days. It avoids the side effect of drowsiness sometimes caused by the most popular medication, G.D. Searle & Co.'s Dramamine.

Ciba was expected to apply earlier to the Food & Drug Adminis-

*(Continued on Page 68)*

# *Hershey befriends extra-terrestrial*

By JOSEPH M. WINSKI

About those little bits of candy used by the young protagonist in "E.T." to establish rapport with the title character:

They look like M&M's. They're not.

They apparently could have been M&M's, if somebody at Mars Inc. had made the right decision. He didn't.

So what they are, instead, are Reese's Pieces, made by Mars' archrival Hershey Foods. And Hershey is reaping a promotional bonanza from the record-setting Universal Pictures film.

According to the company:

- Sales of Reese's Pieces, which apparently are not confused with M&M's by candy cognoscenti—*i.e.*, the same youngsters who are seeing "E.T." in droves—were up 70% in June from May.
- Not sold in movie theaters before "E.T.," Reese's Pieces are now carried, and promoted with appropriate "E.T." point-of-sale material, in at least 800 theaters, with more orders from theater operators coming in daily.
- Hershey is offering "E.T." T-shirts, posters and stickers, all avail-

*(Continued on Page 66)*

## *Cool combination*

General Foods' Grape-Nuts cereal is teaming up with Dannon yogurt again this summer, the fourth year of the yogurt-topper promotion. Tv and radio spots are being used. Grey Advertising (GF) and Burson-Marsteller (Dannon) handle.

Brands face budget trims; Erlanger may go

# Stroh studies Schlitz cuts

By ROBERT REED

A series of dramatic marketing options concerning the acquired Jos. Schlitz Brewing's brands are being considered seriously by Stroh Brewery Co., including significant cutbacks in advertising support for Schlitz and Schlitz Light and the discontinuation of the failing Erlanger superpremium.

Also, Stroh has redesigned its marketing department via a bevy of personnel promotions and additions, which did not encompass some key Schlitz executives. One of those excluded is Anthony Amendola, exec vp-marketing for Schlitz. Mr. Amendola will remain in an advisory capacity during the Schlitz/Stroh transition period but will leave by the summer's end, according to brewery sources.

In addition, the Detroit-based brewer has begun its divestiture of Schlitz holdings by placing Geyser Peak Winery, a California subsidiary, on the block with an asking price of about $30 million.

So far, however, there has been no apparent progress in selling the Milwaukee brewer's canning factories or a Southeast brewery.

Stroh is considering paring down ad support for the Schlitz brand; new ads that were ready to go from J. Walter Thompson USA have been killed. Sources say it intends to make Schlitz a lower-priced brand behind a premium—and national—Stroh's.

Schlitz Light, which has recently undergone a reformulation, redesign and a new ad campaign, is expected to have much of its marketing support withdrawn, say industry sources. There is a possibility the new Schlitz Light campaign that features the theme, "Schlitz

*(Continued on Page 71)*

# Anacin's fighting with Neal

NEW YORK—The first advertising for Anacin from William Esty Co. is quite a departure from the hard-hitting superiority claims American Home Products has been accustomed to making against the leading pain reliever, Tylenol.

New tv spots feature actress Patricia Neal—who recovered from a serious stroke—saying she's always been a fighter and has played many different roles in her life. But she's never talked on tv about painkillers for headaches. And Anacin blocks the pain of headaches, she states, urging: "Fight back with Anacin."

Anacin knows about fighting back. The brand has been fighting to regain millions of dollars of business it has lost as Johnson &

*(Continued on Page 68)*

# last minute news

### *Rubbermaid, Xerox add business to NH&S*

WOOSTER, O.—Rubbermaid moved its estimated $4 million home products account to NH&S/USA, Chicago, from Ketchum Communications, consolidating housewares products with the Con-Tact brand decorative coverings and Rubbermaid shelf liners assigned to NH&S last year. On the East Coast, client Xerox Corp., Stamford, Conn., has assigned its newest division, which develops and markets office network systems, to NH&S/New York. The unit, based in Palo Alto, Cal., is headed by Donald J. Massaro, corporate vp and former office products division president. His successor is William C. Jackson Jr., formerly a division vp.

### *Quaker Oats testing Ken-L Ration Sizzlin Skillet*

CHICAGO—Quaker Oats is testing Ken-L Ration Sizzlin Skillet dog food in Marion, Ind., and Pittsfield, Mass. Newspaper ads tout the brand as a "new kind of dog food. . .real cooked ground meat ready to eat." The product is packaged in 3-lb. resealable cans. JWT, Chicago, handles.

### *Mexicana Airlines plans to stick with Dailey*

LOS ANGELES—Mexicana Airlines said it does not intend to alter its nine-year ties with agency Dailey & Associates following the Mexican government's acquisition July 15 of a 54% interest in the airline, Latin America's largest. All Mexicana employes will be retained, a spokesman said.

### *$2 million campaign for Riunite price promotion*

FARMINGDALE, N.Y.—Villa Banfi U.S.A. will break a 30-day, $2 million campaign to support an August consumer price promotion for its Riunite

*(Continued on Page 8)*

NEWSPAPER
Ne
r
AA
DC2001ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

# No-caffeine pitch working for Seven-Up

ST. LOUIS—As Pepsi-Cola Co. prepares to launch its no-caffeine entry, Pepsi Free (AA, July 12), Seven-Up Co. is building up steam with Like, its no-caffeine cola entry that has been testing in eight markets since the end of March.

In Dayton, O., Like has obtained over a 4% market share, as has Royal Crown's Decaffeinated RC, sources report. A buyer for a major grocery chain there said Like "started out more slowly than [Seven-Up] expected," but that it has been "picking up in the last two or three weeks. More people are coming in looking for it now."

In the company's home market here, Jim Moss, soft drink buyer for the Schnuck's chain, confirmed this assessment. In addition, he said, sales of regular 7UP are increasing, up as much as 15% to 20%. Although Mr. Moss said there is no way this growth could continue, he expects sales to stay at this plateau.

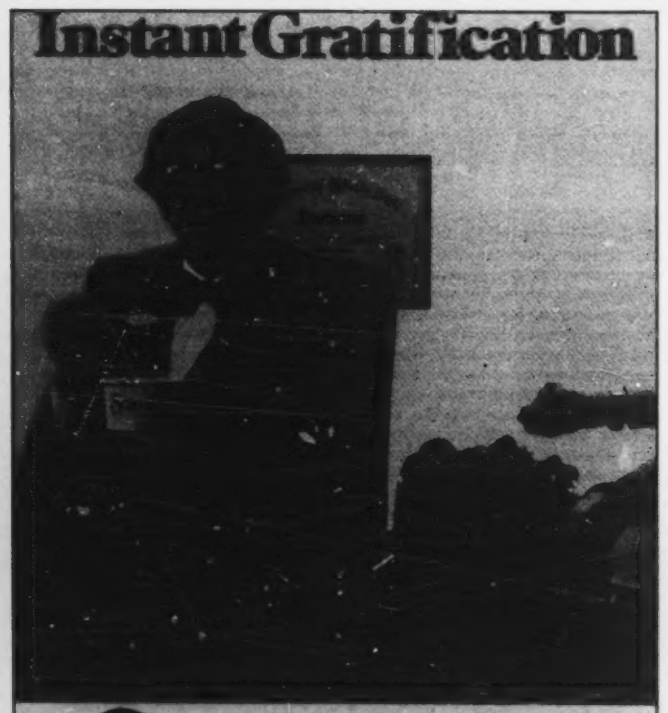
The 7UP brand's controversial no-caffeine ad campaign apparently is netting results nationally, as well. Industry analysts report the previously ailing soft drink has seen a boost between 8% and 10% during the past four months, when compared to last year's figures from that time.

If sales continue to increase, the Seven-Up Co. could see its first market share rise within the past four years.

Joe Doyle, beverage analyst with Smith Barney Harris Upham, New York, stated the 7UP brand could jump 7% in market share by the close of the year.

Still, analysts are uncertain the jump can be attributed to the "no-caffeine" push. "There has been an awful lot of money pumped into the product and it has generated attention," said Mr. Doyle. "But, if that can sustain interest in the product remains to be seen."

N W Ayer, New York, handles the 7UP business and conceived the estimated $35 million "no-caffeine" campaign. Backer & Spielvogel, New York, is the agency for Like cola.#




Staff still mulls local cross-ownership issue

# Tv nets keep cable plans quiet after FCC decision

By RICHARD L. GORDON

WASHINGTON—Cable strategists for ABC, CBS and NBC were keeping their future plans under wraps after the Federal Communications Commission took the first step toward eliminating its 12-year-old ban on network ownership of cable tv systems.

All three nets expressed satisfaction after FCC, as expected (AA, July 12), proposed a rule change last week that would permit them to take a position in cable ownership. Proposals to permit tv stations to own cable systems in their local markets, more controversial than the network issue, are still being worked on by the staff.

CBS, which already has FCC experimental approval to own cable systems serving as many as 90,000 subscribers, said through an official it has no plans for wider cable ownership "at this time."

An NBC lawyer in Washington said the network has been holding "internal discussions about possible ownership of cable, but isn't prepared at this time to announce anything." At ABC, which had publicly attacked the prohibition on cable ownership as discriminatory, a spokesman would say only that officials are "very pleased."

While agreeing to consider officially changing the network cable ownership ban, the commissioners also invited advice on writing new ownership "concentration" guidelines that would help them determine how large video conglomerates should be permitted to grow. These concerns are likely to surface again when and if FCC chairman Mark Fowler pushes proposals to drop such restrictions as the local over-the-air/cable tv cross-ownership ban and the policy that bars ownership of more than seven tv stations.

John Quale of Kirkland & Ellis, counsel for Marsh Media, Amarillo, Tex., said his client was pleased that the FCC has started a rule-making procedure to eliminate the network cable ban, and hoped it will move promptly to take up the local tv-cable cross-ownership issue as well. Marsh's petition for local relief predated ABC's request for action on the network front.

The National Cable Television Assn., whose members include companies with holdings in both broadcast and cable tv, said it is not opposed to FCC's decision to reconsider the ban on network ownership of cable systems because support is not "conclusive." But it expressed more serious reservations about changing the policy that currently prevents tv stations from acquiring cable systems within their local viewing areas, contending there is "substantial" evidence to justify the restriction.

NCTA also vigorously supports government policy that prevents local telephone companies from entering the cable tv business within their monopoly telephone service areas.#

### *Couched promise*

Subway posters in New York take a humorous look at the psychiatrist, his couch and the pleasures of indulging in Schrafft's ice cream. The agency is Fisher/Feld.

# highlights

**Monday, July 19, 1982**

**Almost 80 cases** of accidental ingestion of Sunlight dishwashing liquid have been reported in Maryland after some residents mistook samples for lemon juice. *See Page 4.*

**Foote, Cone** & Belding/Honig joins at least one other major agency in a quest for motion picture accounts on a full-service basis. *See Page 6.*

**Burroughs Wellcome's** new treatment for herpes receives advertising from an unexpected source—retailers. *See Page 10.*

**After a string** of movie box office disappointments, MGM/UA Entertainment is reorganizing to reduce its estimated $650 million debt. *See Page 12.*

**Prince Co.** has been directed by NAD to modify ad claims for its new Prince Light pasta. *See Page 14.*

**Home products** and services will become increasingly important in the future, according to a survey of American Marketing Association members. *See Page 18.*

**The Big 3** tv networks are scoring sales touchdowns, signing 20 advertisers so far for their National Football League packages. *See Page 26.*

**ABC leads the networks** in National Collegiate Athletic Assn. sales. *See Page 26.*

**Active Markets Inc.**, the new owner of *Inside Sports*, is trying to score with advertisers and agencies. *See Page 37.*

**Sport** magazine is being repositioned—again. *See Page 37.*

**"TRON's"** use of computerized imagery is the most extensive yet, involving several companies hitherto best known for tv commercials work, and may trigger greater use of computer graphics in advertising. *See Page 42.*

**The Federal Trade** Commission acts against marketers that force retailers to sell at their "suggested" list prices. *See Page 42.*

**Sweden's largest** private direct-mail agency is encouraging its customers to buy ad campaigns on credit. *See Page 64.*

**Cuisine** will continue to use the same editorial recipe under new owner, CBS Publications. *See Page 69.*

**Gabriel Industries** signs Anne Bancroft as spokeswoman for a public service campaign urging families to return their Creative Playthings children's indoor gym for modification. *See Page 70.*

**Financial News** Network confirmed that it requested the resignations of two top executives after being informed "of certain business activities" of the two. *See Page 70.*

**CORPORATE CLOSEUP**

**Dunkin' Donuts** has instituted a package goods management style and a system for freshening up its product line with new items. *See Page 4.*

**VIDEOTECH**

**A 14-month** test market study of Knight-Ridder Newspapers' Viewtron project indicates that commercial tv will be the big loser to videotex. *See Page 44.*

**Peppering movies** on tv with special personality segments has become a solid trend in Los Angeles. *See Page 44.*

**MAGAZINE**

**Money couldn't** buy market share, as General Foods, the marketer of Cycle dog food, has discovered during a 12-year quest for success. *See Page M-2.*

**The road to the** top is revealed by Ted Bates chairman Robert E. Jacoby, in the second of a series of interviews conducted by Bart Cummings with major ad agency executives. *See Page M-51.*

**SPECIAL REPORT**

**The four** and five-newspaper city is gone forever, but despite opinions to the contrary—and stories in this week's Special Report—the newspaper is not on its way out. *See Page M-7.*

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# 'News' sets deadline for union talks

By STUART EMMRICH

NEW YORK—The Tribune Co. has set another deadline—Aug. 6—for reaching staffing cutback agreements with the 11 unions at the company-owned *New York Daily News*.

Although *Daily News* publisher Robert Hunt stopped short of saying a failure to reach an agreement would mean a shutdown of the paper, he told employes that such an impasse would mean circulation cutbacks that could eventually lead to a closing.

Mr. Hunt called the cost-saving tactic of shrinking the paper's circulation in various parts of New York a "distasteful" measure that could force a closing of the paper by 1984.

As an incentive to avert that possibility, Mr. Hunt said he was offering the unions a three-year extension of all labor agreements—including those that contain job guarantees—beyond their present 1984 expiration date. He also proposed "substantial" termination bonuses for eligible employes in unions whose contracts do not provide for job guarantees.

"If the survival plan is implemented, the *News* can reach the

*(Continued on Page 66)*

# Top 30 national ad performers in 1981

## Newsday *tops list of newspapers that scored highest gains*

Among newspapers, the scramble for national advertising has its share of winners.

To find out just who they are, ADVERTISING AGE asked Media Records in New York to help determine the newspapers that performed the best in 1981 when it came to getting general and automotive national advertising.

What follows is a ranking of the top 30 papers scoring the largest gains in national advertising, 1981 vs. 1980.

Each listing carries the following information:

- A performance index, noted below the paper's name. The index was determined by adding the paper's increase in the number of national ad pages and the percentage increase. This sum was then compared with the average performance of all 203 papers that Media Records measured. For instance, *Newsday* had an increase of 804 ad pages, or a rise of 15.95%. The sum of those two figures, 819.95, was then divided by 95.41%, or the performance index for all 203 papers, resulting in a performance index of 859.4.
- Number of national ad pages recorded in 1981.
- Gain in national ad pages, 1981 vs. 1980.
- Percentage gain in national ad pages, 1981 vs. 1980, rounded off to the nearest tenth of a per cent.
- The newspaper's daily and Sunday circulations, according to Audit Bureau of Circulations. The figures are based on the six-month period ending March 31.
- Percentage gain in circulation, based on the March 31 ABC figures of 1982 and 1981.
- The national ranking of the paper by circulation, based on the March 31, 1982, ABC figure.

The rankings do not include the *Wall Street Journal*, which, if counted, would rank No. 1 in daily circulation.

The study on these pages has been compiled by Media Records Inc. for exclusive publication by ADVERTISING AGE. This data may not be duplicated, reprinted or republished in whole or in part without explicit permission from Media Records Inc.

### 1
### Newsday
**859.4**

| | |
|---|---|
| 1981 ad pages | 5,845 |
| Gain | 804 |
| Percentage gain | 16.0% |

*Newsday*, Times Mirror Co.'s evening paper in Long Island, N.Y., has a daily circulation of 513,728, an increase of 2.1% from 503,336 a year ago. Sunday circulation is 582,261, an increase of 1.5% from 573,726.

### 2
### New York Times
**617.6**

| | |
|---|---|
| 1981 ad pages | 8,652 |
| Gain | 582 |
| Percentage gain | 7.2% |

The *New York Times*, one of the two New York morning papers, has a daily circulation of 947,682, an increase of 1.8% from 930,546 a year ago. Sunday circulation is 1,524,833, an increase of 3.1% from 1,479,263.

### 3
### New York Daily News
**514.8**

| | |
|---|---|
| 1981 ad pages | 7,269 |
| Gain | 484 |
| Percentage gain | 7.1% |

The *New York Daily News* has a circulation of 1,540,218, a 3.3% increase from 1,491,556 a year ago. The morning paper, owned by the Tribune Co., has the largest daily circulation in the U.S., not including the *Wall Street Journal*. Sunday circulation has increased to 2,042,830, up 2.4% from last year's 1,995,702.

### 4
### New York Post
**440.9**

| | |
|---|---|
| 1981 ad pages | 2,557 |
| Gain | 402 |
| Percentage gain | 18.7% |

The *New York Post*, with a daily circulation of 904,476, is the nation's fourth largest daily and is owned by News America Publishing. Daily circulation of the all-day paper has increased by 23.5% from 732,158 last year, and Sunday circulation has grown by 27.8%, to 601,120 from last year's 470,359.

### 5
### Philadelphia Inquirer
**427.1**

| | |
|---|---|
| 1981 ad pages | 3,309 |
| Gain | 394 |
| Percentage gain | 13.5% |

The morning *Philadelphia Inquirer*, with a circulation of 547,547, is the 13th largest paper in the country. Its circulation has increased by 27.7% from

*(Continued on Page M-22)*


# This Is Going To Hurt!

If you've bought more than one medium to reach Massachusetts' #2 market, you've spent too much.

We have the highest A.D.I. market penetration in New England.

**60%** daily **56%** Sunday

**Springfield Union Daily News Sunday Republican**

For merchandising assistance, call
Dwight L. Brouillard (413) 788-1108
Joseph V. Ascioti (413) 788-1027

**SPRINGFIELD NEWSPAPERS**

Largest in Massachusetts outside Boston Represented by Newhouse Newspapers

Source: NCA, 1981-82

# Top performers

(Continued from Page M-21)
last year's 428,862, largely as a result of the closing of the rival *Philadelphia Bulletin* early this year. Sunday circulation of the Knight-Ridder Newspapers property is 1,029,410, up 20.2% from 851,376 in 1981.

## 6
### Houston Chronicle
**411.1**

| | |
|---|---|
| 1981 ad pages | 2,849 |
| Gain | 377 |
| Percentage gain | 15.3% |

The circulation of the all-day *Houston Chronicle* has increased by 7.1%, up to 393,730 from last year's 367,782. Sunday circulation has grown to 481,319, up 6.2% from last year's 453,036. The *Chronicle* is the 17th largest paper in the country.

## 7
### Daily News
**411.0**

| | |
|---|---|
| 1981 ad pages | 1,712 |
| Gain | 365 |
| Percentage gain | 27.1% |

The *Daily News*, based in Van Nuys, Cal., and serving the Los Angeles/San Fernando Valley area, has increased circulation by 11.8%, to 127,571 from 114,099 in 1981. Sunday circulation of the morning paper has increased by 10.5%, to 139,075 from 125,867 in 1981. The *Daily News* is owned by the Tribune Co.

## 8
### Rocky Mountain News
**395.3**

| | |
|---|---|
| 1981 ad pages | 3,635 |
| Gain | 366 |
| Percentage gain | 11.2% |

The *Rocky Mountain News*, one of two morning papers in Denver, has seen its circulation increase to 312,873, an 8.4% jump from last year's figure of 288,410. The Sunday edition has reached 335,665, up 9.8% from 306,627 in 1981. The *News* is owned by E.W. Scripps Co. and is the nation's 20th largest paper.

## 9
### Dallas Morning News
**364.2**

| | |
|---|---|
| 1981 ad pages | 2,634 |
| Gain | 333 |
| Percentage gain | 14.5% |

The circulation of the *Dallas Morning News*, owned by A. H. Belo Corp., is 308,649, an 8.9% increase from 283,410 in 1981. Sunday circulation for the *News*, the nation's 22nd largest paper, is 380,981, up 6.5% from 357,779 in 1981.

## 10
### Washington Post
**349.7**

| | |
|---|---|
| 1981 ad pages | 3,681 |
| Gain | 324 |
| Percentage gain | 9.7% |

The morning *Washington Post*, sixth largest paper in the nation, has seen its circulation grow by 23%, to 760,950 from 618,111 in 1981 after the closing of the *Washington Star*. Sunday circulation has grown to 986,024 from 845,176 in 1981, an increase of 16.7%.

## 11
### Dallas Times Herald
**346.4**

| | |
|---|---|
| 1981 ad pages | 2,495 |
| Gain | 316 |
| Percentage gain | 14.5% |

The circulation of the all-day *Dallas Times Herald*, the 27th largest paper in the country, has increased by 10.2%, to 267,579 from 242,821 in 1981. Sunday circulation is 352,372, an increase of 5.2% from 335,089 in 1981. The paper is owned by the Times Mirror Co.

## 12
### White Plains Reporter Dispatch
**338.7**

| | |
|---|---|
| 1981 ad pages | 1,808 |
| Gain | 303 |
| Percentage gain | 20.1% |

The *White Plains* (N.Y.) *Reporter Dispatch*, a member of Gannett Co.'s Westchester/-Rockland Newspapers group, has seen a circulation dip 6%, down to 43,243 from last year's 46,306. Sunday circulation of the evening paper has gained 6%, to 46,306 from 43,686 in 1981.

## 13
### Asbury Park Press
**334.6**

| | |
|---|---|
| 1981 ad pages | 1,570 |
| Gain | 296 |
| Percentage gain | 23.2% |

The *Asbury Park* (N.J.) *Press*, an evening paper, has increased its circulation by 3.3%, up to 112,912 from 109,313 in 1981. Sunday circulation is up by 6.1%, to 158,638 from last year's 149,503.

## 14
### Boston Globe
**332.8**

| | |
|---|---|
| 1981 ad pages | 2,972 |
| Gain | 306 |
| Percentage gain | 11.5% |

The all-day Boston Globe's circulation has decreased to 502,868 this year, a drop of 52. Sunday circulation of the nation's 12th largest daily, owned by Affiliated Publications, has increased by 1.3%, to 751,289 from 741,614.

## 15
### Bergen Record
**309.3**

| | |
|---|---|
| 1981 ad pages | 2,009 |
| Gain | 279 |
| Percentage gain | 16.1% |

The *Bergen Record*, Hackensack, N.J., has a circulation of 148,387, a decrease of about 0.8% for the paper from 149,593 in 1981. Sunday circulation of the evening paper has increased by 1.5%, edging up to 214,713 from 211,554 in 1981. The *Record* is the 68th largest daily in the U.S.

## 16
### Rochester Democrat & Chronicle
**273.1**

| | |
|---|---|
| 1981 ad pages | 1,628 |
| Gain | 243 |
| Percentage gain | 17.5% |

The *Rochester* (N.Y.) *Democrat & Chronicle* has a circulation of 195,340, a decline of 1.5% from 198,329 in 1981. However, the Sunday edition of the evening paper has increased circulation to 241,545, a 4.8% jump from the previous year's 233,343. The paper is owned by Gannett Co.

## 17
### Houston Post
**270.4**

| | |
|---|---|
| 1981 ad pages | 2,298 |
| Gain | 246 |
| Percentage gain | 12.0% |

The morning *Houston Post*

Among daily newspaper homes with income over $35,000, 63% take The
Represented nationally by Sawyer Ferguson

has a circulation of 376,879, a gain of 8.3% over 347,921 in 1981. The Sunday *Post* circulation reached 440,135, up 5.0% from 419,308 in 1981. The *Post* is the 18th largest daily in the U.S.

## 18
### Chicago Sun-Times
**266.3**

1981 ad pages 4,309
Gain 248
Percentage gain 6.1%

The morning *Chicago Sun-Times*, the nation's seventh largest daily, has a circulation of 663,410, up 0.3% from 661,531 in 1981. The Sunday edition of the Field Enterprises-owned *Sun-Times* has a circulation of 700,769, a decline of 2.2% from 715,892 in 1981.

## 19
### Tampa Tribune
**261.1**

1981 ad pages 2,038
Gain 236
Percentage gain 13.1%

The morning Tampa (Fla.) *Tribune* has a circulation of 202,363, an increase of 2.0% from 198,489 in 1981. Sunday circulation is 256,463, up 3.7% from 246,271 in 1981. The paper, the 48th largest daily in the country, is owned by Media General.

## 20
### Newark Star Ledger
**257.0**

1981 ad pages 2,137
Gain 233
Percentage gain 12.2%

The *Newark* (N.J.) *Star Ledger* has a circulation of 415,406, up 2.9% from 403,798 in 1981. Sunday circulation has increased to 606,044, up 3.6% from 585,174 in 1981. The S.I. Newhouse & Sons paper is the country's 15th largest daily.

## 21
### Lexington Herald
**246.1**

1981 ad pages 1,142
Gain 212
Percentage gain 22.8%

The morning *Lexington* (Ky.) *Herald* has a circulation of 74,035, an increase of 2.8% from 72,029 in 1981. Circulation of the Sunday *Lexington Herald-Leader*, a combined edition of the *Herald* and the evening *Leader* has a circulation of 118,177, up 3.2% from 114,484 in 1981. Both the *Herald* and the *Leader* are properties of Knight-Ridder Newspapers.

## 22
### San Francisco Examiner
**229.1**

1981 ad pages 2,994
Gain 211
Percentage gain 7.6%

The *San Francisco Examiner*, an evening daily owned by Hearst Corp., has a circulation of 155,298, an increase of 0.8% from 154,099 in 1981. Circulation of the Sunday San Francisco Examiner & Chronicle, a combined product of the Examiner and the morning *San Francisco Chronicle* (which is owned by the Chronicle Publishing Co.), is 673,029, up 1.1% from 665,887 in 1981. The *Examiner* is the nation's 67th largest daily.

## 23
### Akron Beacon Journal
**196.6**

1981 ad pages 1,562
Gain 175
Percentage gain 12.6%

The *Akron* (O.) *Beacon Journal*, an evening paper, has a circulation of 163,409, an increase of 0.5% from 162,602 in 1981. Sunday circulation has grown to 225,667, up 2.0% from 162,607 in 1981. The paper is the 64th largest in the U.S.

## 24
### Hartford Courant
**196.2**

1981 ad pages 2,352
Gain 179
Percentage gain 8.2%

The morning *Hartford* (Conn.) *Courant* has a circulation of 208,845, a decrease of 1.5% from 212,032 in 1981. Sunday circulation, 290,254, is 87 larger than the 290,167 recorded in 1981. The Times Mirror Co. paper is the 45th largest daily in the country.

## 25
### Pittsburgh Press
**193.1**

*(Continued on Page M-24)*


# IT'S TIME TO STOP CALLING US "ONE OF THE BEST SMALL PAPERS IN AMERICA."

The truth is the St. Petersburg Times is one of the best big papers. The biggest newspaper between Washington and Miami ... with a morning daily circulation second only to the Miami Herald in 12 southern states.

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Houston Chronicle
Houston's Family Newspaper

Houston Chronicle. So take our advice. Your've got a lot to lose.
Walker. Source: Scarborough Report, 1982.

# Time out with the editors

## *Views on what it takes to keep healthy newspapers healthy*

What is the mix that makes a successful newspaper successful? We quizzed a group of editors on this subject and all agreed that a topnotch editorial product is the prime ingredient. Here are their comments:

**William Thomas, editor, *Los Angeles Times*:** Probably the greatest strengths of our paper lie in its diversity, in the quality of its writing and in the range of its story reach. This paper, of all the metropolitan newspapers, includes in its daily menu of information more stories outside the ordinary, outside the usual definition of a newspaper story, than any other paper.

***William Thomas,* Los Angeles Times: *"...the greatest strengths of our paper lie in its diversity...."***

The quality of writing is perhaps the first thing we look at in an applicant, unless, of course he's a writer in a very specialized field, in which case there are other qualities that may be even more important than writing. Every writer doesn't have to be a poet, but we certainly love to get the poets.

**James Gannon, executive editor, *Des Moines Register*:** What makes us good is our effort to provide comprehensive statewide coverage. The Register is close to unique in the country for a city newspaper in that its circulation and news focus are statewide. We attempt to cover Iowa, from east to west and north to south, in a way that will give people who live here a sense of the state.

We have six bureaus scattered around the state, and we have a very large state desk operation and a number of roving reporters. Since so many people who live in Des Moines grew up in Alogona or Council Bluffs or some small town in the far corners of Iowa, there's a great deal of interest among people here in the capital city in what goes on out there.

***Thomas Winship,* Boston Globe: *"The key is... being on the cutting edge of the significant issues...."***

**Anthony Insolia, editor, *Newsday*:** The word we use here a lot to describe the paper is essential. We're a very essential newspaper. We are regional in that we cover a disparate geography in which one of the few central links is Newsday. There's the Long Island Lighting Co., the Long Island Railroad and Newsday.

If anybody really wants to know what is going on in Long Island over-all, we provide that information. We're the only ones who provide that information. At the same time we give a good foreign and national report. People out here don't need another newspaper if they choose not to read another one.

**Eugene Patterson, editor, *St. Petersburg Times*:** We try to report, write, analyze and illustrate the news intelligently, and to offer unexpected pieces regularly. Our foreign editor was reporting from Riyadh (Saudi Arabia) the day our sports editor was covering the Indianapolis 500. We spend a lot of energy departmentalizing the news so the reader can comfortably find what he's looking for.

**Robert Ingle, executive editor, *San Jose Mercury News*:** We try to give, in addition to a comprehensive regional

*(Continued on Page M-26)*

***Eugene Patterson,* St. Petersburg Times: *"We write, analyze and illustrate the news intelligently...."***

# Top performers

*(Continued from Page M-23)*

| | |
|---|---|
| 1981 ad pages | 1,582 |
| Gain | 172 |
| Percentage gain | 12.2% |

The evening *Pittsburgh Press*, the 28th largest paper in the U.S., has a circulation of 266,307, a decline of 0.8% from 268,490 in 1981. Sunday circulation is 616,373. This is a drop of 3.3% from 637,435 in 1981. The paper is a property of E.W. Scripps Co.

## 26
### Cleveland Plain Dealer
**188.3**

| | |
|---|---|
| 1981 ad pages | 2,410 |
| Gain | 172 |
| Percentage gain | 7.7% |

The morning *Cleveland Plain Dealer*, the 16th largest daily in the nation, has a circulation of 405,842, a drop of 0.2% from 406,444 in 1981. Sunday circulation is 448,219, down 4.4% from 468,541 in 1981. The paper is owned by S.I. Newhouse & Sons.

## 27
### Charlotte Observer
**184.3**

| | |
|---|---|
| 1981 ad pages | 1,692 |
| Gain | 165 |
| Percentage gain | 10.8% |

The morning *Charlotte* (N.C.) *Observer*, has a circulation of 169,291, an increase of 0.7% from 167,964 in 1981. Sunday circulation of the Knight-Ridder Newspapers' property, has declined by 1.8%, dropping to 241,903 from 246,327 in 1981.

## 28
### Syracuse Herald-Journal
**180.8**

| | |
|---|---|
| 1981 ad pages | 1,700 |
| Gain | 162 |
| Percentage gain | 10.5% |

The *Syracuse* (N.Y.) *Herald-Journal*, an evening paper, has a circulation of 107,668, a decrease of 4.0% from 112,194 in 1981. Circulation of the Sunday Syracuse Herald-American is 234,258, up 0.7% from 232,703 in 1981. The papers are properties of S.I. Newhouse & Sons.

## 29
### Memphis Commercial Appeal
**180.1**

| | |
|---|---|
| 1981 ad pages | 1,299 |
| Gain | 158 |
| Percentage gain | 13.9% |

The morning *Memphis* (Tenn.) *Commercial Appeal* has a circulation of 202,272, a drop of 0.8% from 203,920 in 1981. Sunday circulation of the E.W. Scripps Co. newspaper, has increased by 0.9%, to 284,377 from 281,978.

## 30
### San Antonio Express
**175.1**

| | |
|---|---|
| 1981 ad pages | 1,242 |
| Gain | 153 |
| Percentage gain | 14.1% |

The morning *San Antonio Express* has a circulation of 84,879, an increase of 4.6% from 81,112 in 1981. Circulation of the *San Antonio Express News*, the combined product of the *Express* and the evening *San Antonio News*, is 193,635, a gain of 3.7% over the 186,815 in 1981. Both the *Express* and the *News* are owned by News America Publishing.


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**THE NEWSPAPER INSERTION VS. THE OUTDOOR CAMPAIGN.**

*Source: Media Cost Guide, 4th Qtr., 1981

INSTITUTE OF OUTDOOR ADVERTISING IOA When people go buy, Outdoor sells.

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# Advertising pages in July consumer publications

***Current and July '81 figures for U.S., Canadian and foreign publications reporting to Advertising Age***

| | Pages | | | |
|---|---|---|---|---|
| | July 1982 | July 1981 | Jan.-July 1982 | Jan.-July 1981 |
| **Art & antiques** | | | | |
| American Artist | 44.1 | 33.3 | 397.3 | 370.8 |
| Antiques | 103.4 | 115.4 | 1,018.2 | 1,048.1 |
| ○Art & Antiques | 83.0 | 47.8 | 249.3 | 220.3 |
| ▲Art in America | — | — | 669.8 | 659.5 |
| ▲Artnews | — | — | 626.2 | 730.0 |
| ○Portfolio | 40.0 | 44.3 | 229.8 | 172.4 |
| Southwest Art | 82.0 | 96.0 | 774.0 | 769.6 |
| Total Group | 352.5 | 336.8 | 3,961.6 | 3,970.7 |
| *** % change 1982 vs. 1981 | −3.4% | | −0.2% | |
| **Auto/cycle/rec. vehicles** | | | | |
| Car & Driver | 75.0 | 76.4 | 554.4 | 591.1 |
| Car Collector & Car Classics | 24.8 | 25.6 | 153.2 | 182.9 |
| Car Craft | 80.1 | 65.1 | 550.2 | 456.4 |
| Cycle | 66.6 | 68.6 | 636.6 | 649.5 |
| Cycle Guide | 42.8 | 48.2 | 433.6 | 448.4 |
| Cycle World | 40.6 | 49.3 | 509.8 | 566.5 |
| Dune Buggies & Hot VWs | 61.1 | 45.4 | 370.9 | 283.8 |
| Family Motor Coaching | 123.8 | 86.7 | 694.3 | 449.7 |
| 4 Wheel & Offroad | 52.0 | 43.4 | 349.9 | 261.1 |
| Four Wheeler | 30.5 | 19.6 | 196.1 | 168.9 |
| Hot Rod | 48.9 | 50.1 | 432.4 | 398.8 |
| Motorcyclist | 52.6 | 31.5 | 444.9 | 415.3 |
| Motor Trend | 52.4 | 53.6 | 405.3 | 380.3 |
| ††Motorhome | 73.6 | 53.2 | 439.4 | 281.3 |
| Pickup, Van & 4 WD | 32.3 | — | 192.0 | — |
| Road & Track | 87.3 | 95.6 | 652.5 | 664.4 |
| ◇3 Wheeling | 23.4 | 12.6 | 143.8 | 99.4 |
| Trailer Life | 124.9 | 90.1 | 750.0 | 611.2 |
| Total Group | 1,092.7 | 915.0 | 7,909.3 | 6,889.0 |
| *** % change 1982 vs. 1981 | +19.4% | | +14.8% | |
| **Boating & yachting** | | | | |
| Boating | 74.8 | 77.8 | 799.6 | 827.1 |
| Chesapeake Bay | 24.6 | 24.6 | 181.8 | 181.3 |
| Cruising World | 132.6 | 132.9 | 892.8 | 840.6 |
| Lakeland Boating | 42.0 | 49.5 | 363.4 | 353.8 |
| Motor Boating & Sailing | 98.9 | 101.0 | 970.2 | 973.9 |
| Rudder | 18.0 | 21.9 | 164.2 | 165.5 |
| Sail | 106.0 | 131.8 | 1,056.6 | 1,027.0 |
| Sea & Pacific Skipper | 70.1 | 82.3 | 526.1 | 572.7 |
| Trailer Boats | 16.2 | 38.2 | 181.2 | 197.7 |
| Yachting | 146.6 | 163.5 | 1,248.3 | 1,341.7 |
| Total Group | 729.8 | 823.5 | 6,386.2 | 6,481.3 |
| *** % change 1982 vs. 1981 | −11.4% | | −1.5% | |
| **Canadian** | | | | |
| L'Actualite | 28.7 | 27.3 | 370.8 | 360.8 |
| Chatelaine: | | | | |
| §English Edition | 64.4 | 57.8 | 582.4 | 566.4 |
| French Edition | 41.3 | 46.0 | 467.0 | 489.5 |
| §Financial Post Magazine | 29.0 | 34.3 | 256.9 | 279.3 |
| §Flare | — | — | 286.5 | 321.2 |
| ▲§Homemaker's Magazine: | | | | |
| English Edition | 62.5 | 51.7 | 389.0 | 390.8 |
| French Edition | 76.2 | 67.6 | 496.3 | 482.9 |
| §Maclean's | 58.4 | 51.9 | 710.5 | 648.4 |
| ▼§Quest Magazine | 54.5 | 61.0 | 245.9 | 228.0 |
| Toronto Life | 72.0 | 73.0 | 688.0 | 619.0 |
| Total Group | 487.0 | 470.6 | 4,493.3 | 4,386.3 |
| *** % change 1982 vs. 1981 | +3.5% | | +2.4% | |
| **Canadian national weekend magazines** | | | | |
| B. Perspectives | 22.4 | 25.9 | 236.8 | 265.9 |
| §Today | 29.9 | 29.6 | 271.8 | 352.6 |
| Total Group | 52.3 | 55.5 | 508.6 | 618.5 |
| *** % change 1982 vs. 1981 | −5.8% | | −17.8% | |
| **Civic** | | | | |
| American Legion | 20.6 | 16.9 | 211.7 | 176.4 |
| ▲Elks Magazine | — | — | 139.0 | 142.8 |
| Kiwanis Magazine | — | — | 86.8 | 87.9 |
| Lion | — | — | 38.2 | 32.3 |
| Moose Magazine | 18.0 | 19.0 | 143.0 | 138.0 |
| Rotarian | 8.6 | 9.6 | 94.8 | 95.7 |
| ▲V.F.W. | — | — | 170.4 | 174.8 |
| Total Group | 47.7 | 45.5 | 883.9 | 847.9 |
| *** % change 1982 vs. 1981 | +4.8% | | +4.2% | |
| **Comics** | | | | |
| ○Archie Comic Group | — | — | 30.0 | 30.0 |
| DC Comics | 6.5 | 9.0 | 48.0 | 59.0 |
| Harvey Comic Group | 8.0 | 8.0 | 56.0 | 56.0 |
| Marvel Comic Group | 9.5 | 9.5 | 69.5 | 67.5 |
| Total Group | 24.0 | 26.5 | 203.5 | 212.5 |
| *** % change 1982 vs. 1981 | −2.5% | | −4.2% | |
| **General** | | | | |
| Air Progress | 15.8 | 13.7 | 127.7 | 121.4 |
| American Forests | 6.9 | 9.6 | 67.2 | 84.4 |
| ○American West | 29.3 | 20.2 | 102.3 | 99.4 |
| §The Atlantic | 23.9 | 22.7 | 187.2 | 184.1 |
| ○Audubon Magazine | 25.3 | 29.0 | 120.9 | 118.2 |
| §Bon Appetit | 57.3 | 62.6 | 527.6 | 567.6 |
| Changing Times | 27.9 | 16.1 | 252.7 | 187.3 |
| c.Cuisine Magazine | 15.7 | 35.7 | 261.6 | 227.6 |
| Ebony | 67.3 | 66.8 | 552.6 | 547.3 |
| Fifty Plus | 18.3 | 22.5 | 192.7 | 226.7 |
| ○Games | 20.2 | 14.8 | 97.3 | 76.5 |
| Geo | 13.8 | 9.0 | 112.0 | 131.0 |
| Gourmet | 38.4 | 46.1 | 434.1 | 423.4 |
| §Harpur's Magazine | 15.5 | 21.3 | 112.3 | 163.0 |
| Let's Live | 67.0 | 73.9 | 518.4 | 594.5 |
| Life | 38.3 | 37.5 | 341.1 | 375.6 |
| Moneysworth | 15.7 | 15.4 | 108.2 | 109.6 |
| ○Mother Earth News | 49.6 | 44.0 | 155.0 | 156.6 |
| ○Museum | 29.3 | 22.8 | 163.3 | 126.1 |
| National Geographic | 15.4 | 23.1 | 153.0 | 204.0 |
| Natural History | 27.3 | 34.6 | 209.5 | 243.8 |
| Prevention | 71.9 | 76.2 | 482.4 | 591.6 |
| Psychology Today | 25.2 | 32.6 | 246.9 | 318.6 |
| §Reader's Digest | 49.5 | 49.4 | 558.0 | 607.7 |
| ††Saturday Evening Post | 52.3 | 41.5 | 244.1 | 224.2 |
| Signature | 47.1 | 38.9 | 374.3 | 339.5 |
| Smithsonian | 47.0 | 67.9 | 508.5 | 531.5 |
| Success | 17.4 | 34.5 | 48.4 | 92.0 |
| Town & Country | 61.2 | 73.0 | 816.3 | 769.0 |
| Travel/Holiday | 29.0 | 26.5 | 340.3 | 339.6 |
| Travel & Leisure | 49.8 | 54.7 | 614.7 | 622.0 |
| Video | 55.2 | 44.0 | 372.9 | 350.2 |
| Video Review | 54.0 | 52.8 | 419.3 | 336.0 |
| Writers Digest | 17.2 | 24.4 | 155.4 | 151.5 |
| Yankee | 53.0 | 63.1 | 503.9 | 518.4 |
| Total Group | 1,248.0 | 1,320.9 | 10,484.1 | 10,759.9 |
| *** % change 1982 vs. 1981 | −5.5% | | −2.6% | |
| **Home** | | | | |
| ○Americana | 30.3 | 21.5 | 124.8 | 115.3 |
| §Architectural Digest | 74.9 | 81.2 | 845.7 | 828.7 |
| Better Homes & Gardens | 100.7 | 84.4 | 767.1 | 785.8 |
| ○Colonial Homes | 46.9 | 46.3 | 235.8 | 210.1 |
| Country Journal | 31.2 | 31.2 | 284.6 | 283.2 |
| ▲Country Living | 46.5 | 27.4 | 250.5 | 96.8 |
| Dallas-Fort Worth Home/Garden | 60.1 | 48.8 | 383.7 | 267.0 |
| ○Early American Life | 26.1 | 29.4 | 130.4 | 155.8 |
| §▲Family Handyman | 63.4 | 58.3 | 420.4 | 340.2 |
| ○Flower & Garden | — | — | 157.7 | 144.3 |
| Home | 23.7 | 22.2 | 181.2 | 205.8 |
| †Homeowner's How-To | 23.3 | 23.0 | 103.0 | 120.8 |
| Horticulture | 21.3 | 20.1 | 211.5 | 172.7 |
| House Beautiful | 50.1 | 62.6 | 505.6 | 594.3 |
| House & Garden | 60.2 | 64.2 | 601.1 | 693.7 |
| Houston Home & Garden | 105.7 | 99.1 | 761.7 | 647.4 |
| Metropolitan Home | 50.8 | 58.9 | 422.8 | 390.7 |
| ††New Shelter | 41.9 | 41.6 | 234.7 | 239.0 |
| 1001 Home | 27.0 | 43.1 | 167.8 | 174.7 |
| Organic Gardening | 51.9 | 52.6 | 491.2 | 510.3 |
| Phoenix Home/Garden | 47.3 | 38.0 | 369.5 | 236.5 |
| San Diego Home/Garden | 44.6 | 40.8 | 366.8 | 274.9 |
| #Southern Accents | — | — | 161.5 | 157.8 |
| Southern Living | 102.7 | 102.9 | 884.2 | 835.0 |
| §Sunset Magazine | 101.3 | 109.8 | 943.9 | 962.6 |
| ▲Texas Homes | 80.1 | 119.5 | 533.7 | 522.2 |
| ○Workbench | 45.3 | 42.1 | 235.5 | 232.8 |
| Total Group | 1,357.3 | 1,369.2 | 10,776.4 | 10,198.4 |
| *** % change 1982 vs. 1981 | −0.9% | | +5.7% | |
| **In-flight & other passenger** | | | | |
| #Aboard Group (7) | 273.0 | 234.0 | 889.0 | 714.0 |
| ○Air Cal | 56.0 | 65.2 | 372.7 | 415.7 |
| ○Alas Group (9) | — | — | — | — |
| Alaskafest | 40.1 | 47.9 | 273.0 | 270.7 |
| American Way | 72.1 | 55.2 | 483.6 | 403.9 |
| East/West Network: | | | | |
| Amtrak Express | 28.6 | 38.0 | 265.3 | 237.0 |
| Continental Extra | 47.5 | 46.2 | 377.6 | 350.7 |
| Eastern Review | 58.2 | 61.8 | 537.9 | 534.6 |
| Ozark | 36.5 | 43.3 | 291.5 | 312.3 |
| PSA Magazine | 66.3 | 80.5 | 578.5 | 601.5 |
| Pan Am Clipper | 44.8 | 56.8 | 269.9 | 400.3 |
| Republic Scene | 48.6 | — | 48.6 | — |
| Texas International/-The Texas Flyer | 51.5 | 61.8 | 431.9 | 387.8 |
| United | 50.8 | 72.0 | 500.9 | 538.2 |
| USAir | 40.8 | 39.7 | 293.1 | 308.8 |
| Western World | 36.8 | — | 36.8 | — |
| Halsey Publications: | | | | |
| Delta Sky | 48.6 | 36.0 | 345.3 | 302.0 |
| ○Skylife | 18.5 | 14.2 | 42.5 | 38.6 |
| Hawaii | 17.8 | 26.8 | 146.8 | 199.6 |
| ○Pace | 33.9 | 40.9 | 120.7 | 161.2 |
| Southwest Airlines | 91.2 | 64.0 | 649.2 | 518.3 |
| Spirit of Aloha | 17.8 | 25.3 | 146.9 | 198.1 |
| Webb Publications: | | | | |
| Frontier | 33.5 | 39.7 | 275.4 | 244.5 |
| Passages | 32.8 | 30.0 | 218.9 | 191.5 |
| TWA Ambassador | 44.5 | 54.3 | 322.3 | 324.8 |
| Total Group | 1,290.6 | 1,233.6 | 7,918.5 | 7,654.1 |
| *** % change 1982 vs. 1981 | +4.6% | | +3.5% | |
| **Men's** | | | | |
| Complete Men's Group | 26.0 | 23.0 | 160.8 | 151.5 |
| §Esquire | 50.0 | 29.0 | 377.5 | 228.5 |
| §Gentlemen's Quarterly | 56.5 | 54.6 | 616.6 | 618.6 |
| §Penthouse | 52.7 | 52.1 | 417.1 | 436.6 |
| §Playboy | 96.8 | 104.8 | 749.4 | 790.3 |
| Total Group | 284.0 | 263.5 | 2,321.4 | 2,225.5 |
| *** % change 1982 vs. 1981 | +7.8% | | +4.3% | |
| **Metropolitan** | | | | |
| ○Aloha | 32.3 | 25.0 | 117.8 | 92.3 |
| Atlanta | 49.1 | 61.6 | 438.0 | 543.7 |
| Baltimore | 46.5 | 50.5 | 395.1 | 413.7 |
| Boston | 126.7 | 132.5 | 822.2 | 832.9 |
| California | 49.1 | 46.6 | 465.4 | 398.8 |
| Charlotte | 31.0 | 28.0 | 143.0 | 200.0 |
| Chicago | 98.6 | 111.8 | 907.6 | 877.7 |
| Chicago's North Shore | 69.5 | 47.8 | 426.6 | 400.3 |
| Cincinnati | 45.2 | 49.2 | 372.9 | 359.7 |
| Cleveland | 68.0 | 63.0 | 408.1 | 500.8 |
| Coast | 348.0 | 360.6 | 1,738.3 | 1,737.2 |
| Columbus Monthly | 77.2 | 96.9 | 510.1 | 612.9 |
| Commonwealth | 51.6 | 13.3 | 472.8 | 93.0 |
| Connecticut | 53.7 | 41.0 | 496.6 | 490.0 |
| County Life | 39.0 | — | 39.0 | — |
| Country Magazine | 23.7 | 16.9 | 166.9 | 106.3 |
| D/Magazine, Dallas/Fort Worth | 117.0 | 118.4 | 754.3 | 776.0 |
| Denver | 46.2 | 39.4 | 280.4 | 333.4 |
| Monthly Detroit | 38.5 | 36.8 | 358.0 | 283.7 |
| Exclusively Yours Wisconsin | 55.8 | 64.0 | 467.8 | 550.3 |
| Grand Rapids | 50.7 | 34.4 | 292.8 | 268.6 |
| ††Gulfshore Life | — | — | 466.5 | 433.0 |
| Honolulu | 56.2 | 62.7 | 445.3 | 474.5 |
| Houston City | 72.0 | 68.2 | 467.5 | 437.4 |
| Indianapolis | 54.0 | 32.8 | 396.2 | 322.9 |
| Kansas City | 21.2 | 17.0 | 169.4 | 124.0 |
| Los Angeles | 165.0 | 167.5 | 1,286.8 | 1,267.0 |
| ○Louisiana Life | 58.9 | 36.5 | 222.0 | 73.8 |
| Madison | 35.0 | 40.0 | 313.7 | 312.0 |
| Miami | 63.4 | 66.4 | 614.9 | 579.0 |
| Milwaukee | 25.2 | 20.1 | 188.5 | 188.6 |
| Mpls./St. Paul | 53.9 | 70.9 | 461.1 | 500.1 |
| Nashville | — | — | — | — |
| New Jersey Monthly | 41.7 | 41.7 | 376.3 | 433.9 |
| New Mexico | — | — | — | — |
| Ohio | 39.6 | 23.0 | 241.2 | 209.7 |
| Omaha | 17.3 | 20.0 | 112.0 | 106.7 |
| Oregon | 18.1 | 26.0 | 143.8 | 174.8 |
| Orlando | 71.0 | 77.8 | 481.0 | 508.3 |
| ▲Pacific Northwest | 54.7 | 18.0 | 200.1 | 78.3 |
| Palm Beach Life | 25.0 | 31.4 | 561.3 | 559.4 |
| Philadelphia | 115.1 | 116.3 | 815.7 | 897.2 |
| Phoenix | 49.9 | 60.0 | 524.3 | 579.3 |
| Pittsburgh | 35.8 | 40.1 | 314.7 | 267.7 |
| St. Louis | 56.0 | 76.5 | 447.5 | 479.5 |
| San Diego | 118.3 | 127.2 | 875.6 | 956.5 |
| San Francisco | 40.7 | 45.7 | 327.8 | 381.2 |
| ○San Francisco Bay Views | — | — | 151.0 | 198.5 |
| San Francisco Focus | 30.7 | 28.2 | 254.1 | 246.0 |
| †Shenandoah/Virginia | 36.8 | 32.0 | 127.8 | 101.0 |
| Tampa | 26.6 | 21.3 | 277.7 | 173.7 |
| Tampa Bay | 20.5 | 49.0 | 219.6 | 296.1 |
| Texas Monthly | 100.1 | 112.6 | 852.6 | 902.0 |
| Twin Cities | 40.6 | 41.6 | 310.6 | 314.2 |
| Washington Dossier | 32.3 | 28.5 | 269.6 | 295.8 |
| The Washingtonian | 108.0 | 101.0 | 88.8 | 862.1 |
| Westchester Illustrated | 18.0 | 40.5 | 225.4 | 225.3 |
| Total Group | 3,219.0 | 3,178.0 | 24,096.1 | 23,761.0 |
| *** % change 1982 vs. 1981 | +1.3% | | +1.4% | |
| **Movie-romance-radio-tv** | | | | |
| Macfadden's Women's Group: | | | | |
| Modern Romances | 26.7 | 23.2 | 192.6 | 198.7 |
| Secrets | 26.7 | 23.2 | 192.6 | 198.7 |
| True Confessions | 26.7 | 23.2 | 192.6 | 198.7 |
| True Experience | 26.7 | 23.2 | 192.6 | 198.7 |
| True Love | 26.7 | 24.7 | 202.6 | 210.4 |
| True Romance | 26.7 | 23.2 | 192.6 | 198.7 |
| Sterling Women's Group: | | | | |
| Daytime TV | 31.3 | 30.8 | 213.5 | 223.0 |
| Modern Screen | 33.3 | — | 165.6 | 132.5 |
| ○Movie Mirror | 33.3 | 32.5 | 99.8 | 129.6 |
| Photo Screen | 33.3 | — | 97.8 | 100.0 |
| Soap Opera Stars | 25.0 | 26.0 | 151.5 | 205.5 |
| TV Movie Screen | 33.3 | 32.5 | 100.9 | 129.6 |
| TV Picture Life | — | — | 99.1 | 99.3 |
| ○Teen Beat | — | — | — | — |
| Total Group | 351.7 | 262.5 | 2,093.8 | 2,223.4 |
| *** % change 1982 vs. 1981 | +34.0% | | −5.8% | |
| **Music/entertainment** | | | | |
| ▲American Film | 22.0 | 14.7 | 142.7 | 137.2 |
| Circus Magazine | 32.3 | 20.5 | 205.2 | 120.2 |
| Dance Magazine | 46.0 | 42.8 | 437.8 | 436.8 |
| High Fidelity | 25.0 | 34.3 | 236.4 | 275.1 |
| Musician | 49.6 | 72.0 | 364.2 | 366.2 |
| Playbill | 41.7 | 39.7 | 363.4 | 350.2 |
| Stereo Review | 33.5 | 48.8 | 346.8 | 383.9 |
| Total Group | 250.1 | 272.8 | 2,096.5 | 2,069.6 |
| *** % change 1982 vs. 1981 | −8.3% | | +1.3% | |
| **Newspaper Sunday magazines/national** | | | | |
| §Family Weekly | 48.2 | 54.6 | 501.6 | 582.4 |
| Parade | 46.8 | 54.7 | 442.7 | 486.5 |
| Total Group | 93.0 | 109.3 | 944.3 | 1,068.9 |
| *** % change 1982 vs. 1981 | −14.9% | | −11.7% | |
| **Outdoor & sport** | | | | |
| Alaska | 42.8 | 37.4 | 321.0 | 267.4 |
| ○The American Handgunner | 42.0 | 45.2 | 152.1 | 156.1 |
| American Hunter | 8.2 | 9.4 | 83.7 | 67.6 |
| American Rifleman | 23.1 | 26.5 | 180.9 | 185.5 |
| ○Backpacker | — | — | 137.9 | 124.3 |
| ▼§Bass Master | 32.7 | 32.9 | 363.8 | 256.9 |
| ††Bicycling | 100.4 | 74.0 | 532.2 | 443.7 |
| Field & Stream | 55.4 | 63.4 | 552.8 | 564.9 |
| §Fins and Feathers | 25.5 | 25.6 | 263.1 | 227.3 |
| ○Fishing World | 25.5 | 27.0 | 159.1 | 143.5 |
| Florida Sportsman | 48.7 | 51.2 | 496.2 | 489.8 |
| Flying | 50.2 | 42.1 | 331.7 | 318.8 |
| Fur-Fish-Game | 20.2 | 21.0 | 160.7 | 161.9 |
| Golf Digest | 59.1 | 39.3 | 524.7 | 525.7 |
| Golf Magazine | 45.1 | 41.3 | 568.2 | 568.2 |
| Guns | 30.9 | 36.3 | 215.6 | 230.6 |
| Guns & Ammo | 47.3 | 45.6 | 318.3 | 320.7 |
| Outdoor Life | 59.3 | 46.6 | 482.3 | 492.9 |
| Petersen's Hunting | 33.6 | 29.3 | 209.4 | 176.9 |
| The Runner | 35.7 | 30.8 | 237.0 | 166.4 |
| Runner's World | 42.8 | 43.3 | — | — |
| Salt Water Sportsman | 53.3 | 46.3 | 451.4 | 458.1 |
| Shooting Times | 29.5 | 29.2 | 208.6 | 255.4 |
| ‡‡§Ski | — | — | 224.4 | 196.1 |
| ‡‡Skiing | — | — | 197.8 | 160.0 |
| Skin Diver | 75.4 | 69.0 | 471.7 | 421.5 |
| ‡‡Southern Outdoors | 37.9 | 41.5 | 246.7 | 234.8 |
| §Sport | 32.3 | 39.5 | 264.8 | 246.4 |
| Sports Afield | 59.7 | 68.1 | 626.7 | 566.1 |

*** % change figured ONLY from magazines with comparable issues 1982 AND 1981. §Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but not prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A. Combined unduplicated regional ads. B. Preprinted inserts included. +Affiliated with Sunday Mag/Net. C. Combined July/August figures. D. Four issues '82, five '81.

*(Continued on Page 54)*

# Advertising pages in July consumer publications

(Continued from Page 53)

| | Pages July 1982 | July 1981 | Jan.-July 1982 | Jan.-July 1981 |
|---|---|---|---|---|
| ▲Spray | 48.2 | 49.7 | 288.6 | 243.0 |
| Tennis | 79.8 | 78.8 | 463.8 | 460.7 |
| ▲Western Outdoors | 33.9 | 40.2 | 244.1 | 241.9 |
| World Tennis | 53.7 | 49.7 | 304.1 | 326.7 |
| Total Group | 1,332.2 | 1,280.2 | 10,303.2 | 9,719.6 |
| *** % change 1982 vs. 1981 | +4.1% | | +6.0% | |

## Photography

| | | | | |
|---|---|---|---|---|
| American Photographer | 40.3 | 35.5 | 313.1 | 272.7 |
| Modern Photography | 123.2 | 120.6 | 709.3 | 713.2 |
| Petersen's Photographic | 33.5 | 36.4 | 296.2 | 306.1 |
| Popular Photography | 119.2 | 136.2 | 889.8 | 946.1 |
| Total Group | 316.2 | 328.7 | 2,208.4 | 2,238.1 |
| *** % change 1982 vs. 1981 | −3.8% | | −1.3% | |

## Religious

| | | | | |
|---|---|---|---|---|
| ▲A.D. Magazine | — | — | 78.6 | 91.6 |
| BBI Jewish Monthly | — | — | 147.2 | 133.9 |
| Christian Life | 22.5 | 24.1 | 186.7 | 183.6 |
| Christianity Today | 30.2 | 44.9 | 425.1 | 455.0 |
| #Inside | — | — | 127.7 | 119.1 |
| Moody Monthly | 36.0 | 34.8 | 340.6 | 375.1 |
| Total Group | 88.7 | 103.8 | 1,305.9 | 1,358.3 |
| *** % change 1982 vs. 1980 | −14.5% | | −3.9% | |

## Science/technology/mechanics

| | | | | |
|---|---|---|---|---|
| Creative Computing | 121.2 | 102.8 | 820.0 | 635.2 |
| High Technology | 37.3 | — | 159.1 | — |
| Mechanix Illustrated | 48.7 | 48.5 | 457.4 | 489.9 |
| Omni | 48.7 | 42.6 | 373.8 | 352.6 |
| Popular Electronics | 50.7 | 46.4 | 400.0 | 400.6 |
| Popular Mechanics | 72.0 | 82.0 | 708.1 | 741.8 |
| Popular Science | 58.5 | 48.9 | 575.3 | 525.9 |
| Science Digest | 28.8 | 22.7 | 204.2 | 186.9 |
| Science 82 | 47.3 | 37.2 | 204.1 | 229.1 |
| Scientific American | 57.5 | 85.4 | 508.1 | 605.8 |
| Technology Illustrated | 56.8 | — | 171.5 | — |
| Discover | 19.7 | 19.4 | 225.9 | 207.3 |
| Total Group | 588.4 | 535.9 | 4,636.0 | 4,375.1 |
| *** % change 1982 vs. 1981 | +9.8% | | +6.0% | |

## Women's/fashion/service

| | | | | |
|---|---|---|---|---|
| †§Bride's Magazine | 385.1 | 343.3 | 1,253.1 | 1,172.8 |
| ▲Co-ed | — | — | 185.6 | 201.2 |
| §Cosmopolitan | 140.5 | 156.3 | 1,285.3 | 1,315.9 |
| Essence | 78.0 | 75.2 | 543.4 | 550.1 |
| §Family Circle | 147.3 | 141.8 | 924.3 | 902.1 |
| Glamour | 93.7 | 114.9 | 1,004.3 | 1,137.5 |
| §Good Housekeeping | 124.7 | 147.7 | 1,092.6 | 1,126.8 |
| ▲Harper's Bazaar | 53.5 | 52.6 | 665.0 | 599.7 |
| C. Health | 27.4 | 31.8 | 194.7 | 197.8 |
| Ladies' Home Journal | 70.4 | 66.4 | 499.7 | 560.9 |
| Lady's Circle | — | — | — | — |
| Mademoiselle | 72.9 | 85.2 | 756.5 | 787.5 |
| McCall's | 85.0 | 84.6 | 541.8 | 652.3 |
| †Modern Bride | 350.9 | 330.4 | 1,163.7 | 1,019.4 |
| C. Ms. | 136.7 | 74.3 | 378.8 | 301.8 |
| ○New Woman | 34.5 | 44.0 | 253.3 | 182.3 |
| §Parents Magazine | 64.4 | 56.8 | 486.1 | 431.1 |
| Playgirl | 44.0 | 42.4 | 288.4 | 309.1 |
| Redbook | 62.9 | 80.1 | 592.4 | 648.7 |
| Self | 54.3 | 55.6 | 469.0 | 451.5 |
| Seventeen | 54.2 | 64.7 | 662.0 | 681.5 |
| Soap Opera Digest | 25.0 | 3.2 | 156.0 | 48.2 |
| Teen Magazine | 33.8 | 38.2 | 303.6 | 290.1 |
| §True Story | 49.2 | 46.5 | 380.0 | 378.7 |
| Vogue | 122.8 | 110.3 | 1,318.3 | 1,149.8 |
| Weight Watchers | 28.2 | 22.4 | 196.8 | 163.6 |
| §Woman's Day | 102.1 | 90.7 | 771.6 | 767.6 |
| ▲The Workbasket | — | — | 213.4 | 200.1 |
| Working Mother | 60.0 | 89.8 | 426.0 | 279.0 |
| Working Woman | 50.4 | 45.5 | 519.4 | 399.5 |
| Total Group | 2,511.9 | 2,494.7 | 17,525.1 | 16,906.4 |
| *** % change 1982 vs. 1981 | +0.7% | | +3.7% | |

## Youth

| | | | | |
|---|---|---|---|---|
| Boys' Life | 13.9 | 27.2 | 129.6 | 154.7 |
| C. Campus Life | 22.6 | 17.3 | 252.9 | 235.3 |
| Total Group | 36.5 | 44.5 | 382.5 | 390.0 |
| *** % change 1982 vs. 1981 | −18.0 | | −1.9% | |

# June

## Business

| | Pages June 1982 | June 1981 | Jan-June 1982 | Jan.-June 1981 |
|---|---|---|---|---|
| Atlanta Business Chronicle | 27.1 | 45.5 | 150.4 | 181.5 |
| Barron's | 147.0 | 210.8 | 1,057.3 | 1,127.5 |
| Black Enterprise | 147.7 | 128.9 | 349.7 | 323.0 |
| §Business Week | 383.9 | 472.0 | 2,277.4 | 2,386.7 |
| California Business | 65.0 | 67.8 | 442.1 | 379.6 |
| Corporate Report/-Kansas City | 64.9 | 60.9 | 320.9 | 293.1 |
| Corporate Report/Minnesota | 85.9 | 77.4 | 459.5 | 479.4 |
| D. Crain's Chicago Business | 103.3 | 110.6 | 603.4 | 510.0 |
| Dallas/Fort Worth Business | 34.6 | 49.1 | 247.3 | 234.3 |
| Dun's Business Month | 81.0 | 71.0 | 432.0 | 445.0 |
| ☆Financial World | 84.8 | 80.2 | 487.3 | 488.4 |
| Florida Trend | 48.8 | 63.0 | 433.0 | 386.2 |
| ▶Forbes | 216.1 | 193.6 | 1,400.0 | 1,316.0 |
| ▶§Fortune | 317.2 | 270.8 | 1,304.0 | 1,228.2 |
| Hawaii Business | 40.8 | 52.9 | 254.7 | 322.2 |
| Houston Business Journal | 169.9 | 179.2 | 1,104.1 | 858.9 |
| §Inc. Magazine | 71.6 | 86.3 | 494.0 | 493.6 |
| ▲Income Opportunities | 46.9 | 51.7 | 291.4 | 299.0 |
| ▶§Industry Week | 122.1 | 187.7 | 747.9 | 861.4 |
| Indianapolis Business Journal | 49.2 | 61.1 | 384.7 | 310.8 |
| Money | 121.7 | 102.6 | 643.5 | 574.1 |
| §Nation's Business | 35.0 | 44.4 | 232.3 | 267.1 |
| *New England Business | 78.7 | 83.0 | 383.3 | 281.7 |
| St. Louis Business Journal | 83.1 | 88.2 | 569.7 | 413.5 |
| Texas Business | 49.3 | 67.9 | 319.1 | 267.8 |
| Venture | 42.1 | 42.3 | 237.0 | 220.6 |
| Total Group | 2,712.7 | 2,948.9 | 15,626.0 | 14,949.6 |
| *** % change 1982 vs. 1981 | −8.0 | | +4.5 | |

## Newspaper Sunday magazines/local

| | | | | |
|---|---|---|---|---|
| +Arizona Republic | 95.5 | 108.9 | 608.4 | 723.9 |
| +Boston Globe | 137.7 | 169.6 | 965.0 | 984.9 |
| +Chicago Tribune | 88.6 | 98.0 | 556.8 | 666.3 |
| +Cincinnati Enquirer | 77.0 | 66.0 | 467.9 | 583.6 |
| +Cleveland Plain Dealer | 91.9 | 78.6 | 454.3 | 599.3 |
| +Columbus Dispatch | 57.6 | 64.9 | 348.7 | 521.3 |
| +Dallas Times Herald | 76.9 | 69.0 | 458.2 | 513.0 |
| +Denver Post | 120.0 | 193.0 | 787.6 | 1,096.7 |
| +Detroit News | 90.3 | 121.0 | 560.3 | 756.7 |
| Los Angeles Times Home Magazine | 122.7 | 98.4 | 586.3 | 678.5 |
| +Louisville Courier-Journal | 74.9 | 77.4 | 550.3 | 609.6 |
| +Miami Herald | 53.8 | 73.7 | 393.3 | 531.4 |
| New York Times Magazine | 243.7 | 254.4 | 1,964.2 | 2,059.4 |
| +Philadelphia Inquirer | 63.9 | 86.0 | 405.6 | 480.5 |
| +Toledo Blade Magazine | 42.2 | 50.1 | 265.5 | 371.6 |
| +Washington Post | 100.2 | 108.4 | 676.9 | 788.6 |
| Total Group | 1,536.9 | 1,717.4 | 10,071.3 | 11,967.3 |
| *** % change 1982 vs. 1981 | −10.5% | | −15.8% | |

## Weeklies, bi-weeklies, semi-monthlies

| | | | | |
|---|---|---|---|---|
| The Advocate | 118.2 | 82.5 | 470.1 | 388.5 |
| §Army Times Military Group: | | | | |
| Air Force Times | 129.7 | 159.9 | 853.3 | 863.6 |
| Army Times | 126.5 | 157.6 | 840.1 | 856.0 |
| Navy Times | 151.0 | 161.9 | 1,003.0 | 987.5 |
| The Times Magazine | 23.8 | 29.0 | 97.8 | 119.0 |
| AutoWeek | 172.0 | 164.0 | 848.0 | 740.0 |
| The Blood-Horse | 271.8 | 247.2 | 2,393.0 | 2,086.0 |
| Capper's Weekly | 16.1 | 13.8 | 147.7 | 146.0 |
| Commonweal | 3.6 | 4.9 | 68.9 | 46.7 |
| Golf World | 82.0 | 80.8 | 446.8 | 463.3 |
| §Grit | 20.0 | 15.5 | 156.2 | 143.1 |
| National Review | 31.2 | 22.0 | 176.0 | 161.1 |
| New Republic | 39.5 | 17.8 | 177.6 | 134.8 |
| New York Magazine | 161.3 | 196.2 | 1,138.9 | 1,074.4 |
| New Yorker | 259.0 | 330.4 | 1,937.7 | 1,920.9 |
| D. §Newsweek | 196.8 | 304.0 | 1,314.7 | 1,528.8 |
| People | 272.2 | 282.1 | 1,710.5 | 1,707.5 |
| Rolling Stone | 90.5 | 82.9 | 529.3 | 478.1 |
| Sporting News | 51.3 | 43.9 | 335.6 | 303.5 |
| §Sports Illustrated | 207.7 | 293.1 | 1,326.1 | 1,413.1 |
| §Time | 179.5 | 255.8 | 1,271.7 | 1,372.3 |
| A. Travelhost | 2,343.7 | 1,759.3 | 14,067.0 | 10,268.2 |
| §TV Guide | 212.6 | 210.6 | 1,636.9 | 1,841.4 |
| ▶Us Magazine | 53.1 | 21.5 | 287.4 | 189.5 |
| §U.S. News & World Report | 133.1 | 174.9 | 847.5 | 880.4 |
| Total Group | 5,348.2 | 5,111.6 | 34,301.6 | 30,113.7 |
| *** % change 1982 vs. 1981 | +4.6 | | +13.9 | |

## Foreign

| | | | | |
|---|---|---|---|---|
| Buenhogar: | | | | |
| Ecuador | 17.3 | 12.7 | 60.3 | 55.0 |
| Chile | 2.0 | 2.0 | 12.2 | 15.0 |
| Mexico | 43.5 | 92.5 | 359.3 | 392.2 |
| Puerto Rico | 20.0 | 29.5 | 107.5 | 131.0 |
| Venezuela | 51.2 | 54.5 | 236.0 | 250.0 |
| Colombia | 76.0 | 72.3 | 292.0 | 265.8 |
| Peru | 37.0 | 44.7 | 188.0 | 197.5 |
| Central America | 3.5 | 9.7 | 21.0 | 45.2 |
| U.S. | 8.5 | 9.7 | 36.5 | 45.8 |
| Dominican Republic | 13.5 | 17.2 | 89.3 | 67.8 |
| Coqueta: | | | | |
| Mexico | 6.0 | 9.0 | 50.3 | 37.5 |
| Puerto Rico | 1.5 | 2.0 | 11.5 | 9.5 |
| Venezuela | 5.0 | 10.0 | 32.0 | 39.0 |
| Colombia | 6.5 | 2.0 | 30.0 | 16.5 |
| Peru | — | — | 5.0 | — |
| Central America | — | — | 5.0 | 1.0 |
| Fascinacion: | | | | |
| Mexico | 4.3 | 8.0 | 38.0 | 42.5 |
| Puerto Rico | 4.0 | 2.0 | 12.5 | 8.0 |
| Venezuela | 12.5 | 10.5 | 75.2 | 54.7 |
| Colombia | 9.0 | 12.7 | 49.0 | 44.3 |
| Central America | — | — | — | 1.0 |
| Geomundo: | | | | |
| Chile | 8.0 | 6.0 | 36.0 | 34.7 |
| Mexico | 17.3 | 25.0 | 78.3 | 83.5 |
| Ecuador | 5.0 | 5.0 | 28.0 | 25.0 |
| Venezuela | 24.2 | 15.2 | 96.7 | 73.7 |
| Colombia | 17.7 | 14.0 | 73.7 | 62.0 |
| Peru | 7.0 | 11.0 | 48.0 | 52.0 |
| Puerto Rico | 9.0 | 8.0 | 40.0 | 31.7 |
| Central America | 9.0 | 7.0 | 36.0 | 29.0 |
| Hombre De Mundo: | | | | |
| Dominican Republic | — | — | — | — |
| Mexico | 22.8 | 41.2 | 119.8 | 125.0 |
| Chile | 6.2 | 6.0 | 31.0 | 36.0 |
| Puerto Rico | 13.8 | 16.3 | 50.8 | 74.7 |
| Ecuador | 5.2 | 6.0 | 27.8 | 34.0 |
| Venezuela | 43.3 | 22.5 | 186.5 | 98.0 |
| Colombia | 21.0 | 14.7 | 80.0 | 77.0 |
| Peru | 8.2 | 13.0 | 36.8 | 57.0 |
| Central America | 8.7 | 6.0 | 31.8 | 41.0 |
| Ideas Para Su Hogar: | | | | |
| Dominican Republic | — | — | — | — |
| Mexico | 10.3 | 21.2 | 142.8 | 111.2 |
| Chile | — | — | 4.0 | 6.0 |
| Puerto Rico | 4.0 | 6.7 | 10.0 | 16.7 |
| Ecuador | 9.3 | 2.0 | 38.2 | 6.0 |
| Venezuela | 40.5 | 28.7 | 161.8 | 106.5 |
| Colombia | 37.5 | 38.5 | 143.3 | 131.2 |
| Peru | 24.5 | 26.0 | 81.5 | 69.0 |
| Central America | — | 0.5 | 6.0 | 6.0 |
| Intimidades: | | | | |
| Ecuador | — | — | 3.0 | 1.0 |
| Mexico | 3.5 | 6.5 | 32.0 | 29.5 |
| Puerto Rico | 2.0 | 2.0 | 16.0 | 19.5 |
| Peru | — | — | — | — |
| Venezuela | 3.5 | 11.0 | 35.0 | 64.0 |
| Colombia | 1.0 | 1.0 | 9.0 | 11.5 |
| Central America | 1.0 | 3.0 | 9.0 | 10.0 |
| Chile | — | — | 2.0 | 2.0 |
| Mecanica Popular: | | | | |
| Mexico | 31.2 | 28.0 | 137.5 | 153.2 |
| Puerto Rico | 19.2 | 18.5 | 92.5 | 118.0 |
| Venezuela | 31.3 | 27.2 | 151.7 | 154.3 |
| Colombia | 23.8 | 29.7 | 127.3 | 145.2 |
| Peru | 29.0 | 28.5 | 136.8 | 157.0 |
| Central America | 21.5 | 19.0 | 101.2 | 113.2 |
| Chile | 7.8 | 7.8 | 36.2 | 29.7 |
| Argentina | 11.7 | 11.7 | 52.8 | 67.3 |
| The Ring en Espanol | | | | |
| Mexico | 1.0 | 2.0 | 11.0 | 10.0 |
| Puerto Rico | 3.0 | — | 20.5 | 11.5 |
| Venezuela | 3.0 | 4.0 | 18.0 | 15.0 |
| Colombia | — | — | — | — |
| Central America | — | — | — | — |
| U.S. | 3.0 | 3.0 | 27.5 | 14.0 |
| Vanidades Continental: | | | | |
| Dominican Republic | 22.5 | 21.7 | 182.3 | 142.5 |
| Mexico | 93.3 | 111.3 | 694.5 | 699.8 |
| Chile | 18.3 | 20.2 | 85.3 | 89.0 |
| Puerto Rico | 36.2 | 50.2 | 268.7 | 302.7 |
| Venezuela | 76.3 | 74.0 | 482.8 | 407.3 |
| Colombia | 96.2 | 83.5 | 435.5 | 414.7 |
| Peru | 38.3 | 39.2 | 227.3 | 227.7 |
| Central America | 13.5 | 25.7 | 97.7 | 145.8 |
| Ecuador | 27.7 | 25.7 | 114.8 | 134.3 |
| U.S. | 49.5 | 36.8 | 315.5 | 212.0 |
| Cosmopolitan Foreign Editions: | | | | |
| Australia | 45.0 | 54.3 | 342.0 | 305.8 |
| Brazil | 66.0 | 53.0 | 256.6 | 202.5 |
| France | 136.0 | 120.0 | 648.6 | 567.8 |
| Germany | 22.0 | 14.5 | 139.0 | 72.0 |
| Great Britain | 134.0 | 149.0 | 613.0 | 636.0 |
| Greece | 80.0 | 62.0 | 349.0 | 267.0 |
| Italy | 86.0 | 95.8 | 384.6 | 382.6 |
| Holland | 26.0 | — | 113.0 | — |
| Japan | 38.0 | 61.0 | 215.6 | 134.0 |
| Cosmopolitan en Espanol: | | | | |
| Central America | 3.2 | 4.8 | 23.7 | 35.5 |
| Colombia | 22.2 | 23.0 | 110.8 | 110.5 |
| Ecuador | 3.2 | 2.0 | 22.2 | 15.8 |
| Mexico | 57.8 | 79.2 | 401.8 | 369.3 |
| Peru | 18.2 | 15.5 | 95.0 | 84.0 |
| Puerto Rico | 31.3 | 49.3 | 165.8 | 210.3 |
| U.S. (Spanish language) | 22.0 | 16.7 | 108.8 | 84.3 |
| Venezuela | 31.0 | 26.5 | 190.8 | 144.8 |
| International Herald Tribune | 111.9 | 118.4 | 556.4 | 550.1 |
| International Management: | | | | |
| Africa | 13.7 | 11.7 | 87.2 | 77.0 |
| Europe | 53.0 | 47.7 | 252.2 | 242.0 |
| Latin America | 15.3 | 8.3 | 75.7 | 83.5 |
| Middle East | 29.8 | 17.3 | 113.7 | 89.0 |
| Pacific | 18.7 | 28.7 | 111.8 | 95.0 |
| Johnston International: | | | | |
| Alam Attijarat | 101.8 | 105.5 | 405.3 | 402.2 |
| Modern Africa | 39.0 | 30.3 | 102.7 | 100.6 |
| Modern Asia | 41.3 | 44.0 | 216.9 | 263.6 |
| Ejecutivo | 40.5 | — | 79.3 | — |
| §Newsweek International: | | | | |
| Atlantic | 90.5 | 90.8 | 513.7 | 490.7 |
| Latin America | 17.7 | 35.2 | 141.6 | 175.3 |
| Pacific | 69.9 | 98.1 | 412.5 | 449.3 |
| ††Progreso | 21.5 | 23.3 | 71.4 | 75.0 |
| Reader's Digest: | | | | |
| Arabic | 14.5 | 32.0 | 88.5 | 125.0 |
| Asian | 243.0 | 203.5 | 1,173.5 | 956.4 |
| Australian | 104.0 | 85.3 | 443.5 | 499.6 |
| Belgian-Flemish | 110.5 | 129.0 | 522.5 | 571.0 |
| Belgian-French | 89.5 | 93.0 | 412.0 | 438.0 |
| British | 69.3 | 74.9 | 349.5 | 363.0 |
| Canadian-English | 82.0 | 53.5 | 508.6 | 487.7 |
| Canadian-French | 82.2 | 72.7 | 500.8 | 535.6 |
| *Chinese | 100.0 | 109.0 | 516.5 | 554.8 |
| Danish | 13.8 | 38.3 | 216.9 | 225.1 |
| Dutch | 46.8 | 46.3 | 253.6 | 283.0 |
| Finnish | 49.0 | 51.0 | 349.8 | 373.8 |
| French | 74.3 | 82.5 | 442.3 | 461.8 |
| German | 66.8 | 70.0 | 447.8 | 446.7 |
| Greek | 15.5 | — | 65.0 | — |
| Iberian | 34.5 | 40.5 | 169.0 | 265.0 |
| Indian-English | 56.0 | 65.5 | 506.5 | 569.0 |
| Indian-Hindi | 7.5 | 18.5 | 99.0 | 144.0 |
| Italian | 87.0 | 89.5 | 367.5 | 391.0 |
| Japanese | 70.8 | 79.2 | 296.0 | 298.4 |
| Korean | 23.3 | 18.5 | 118.5 | 98.0 |
| Latin American: | | | | |
| Argentina | 15.0 | 32.0 | 90.0 | 153.0 |
| Brazil | 11.0 | 7.0 | 63.8 | 58.6 |
| Central American | 15.0 | 22.5 | 74.0 | 99.0 |
| Chile | 35.0 | 40.0 | 111.5 | 173.5 |
| Colombia | 67.5 | 38.5 | 200.5 | 245.0 |
| Ecuador | 13.5 | 14.0 | 65.0 | 72.0 |
| Mexico | 87.8 | 49.3 | 385.4 | 311.5 |
| Peru | 13.5 | 10.0 | 62.5 | 65.0 |
| Puerto Rico | 18.0 | 12.5 | 61.0 | 53.5 |
| U.P.B. | 16.5 | 18.5 | 80.0 | 138.5 |
| U.S. Spanish | 16.0 | 17.0 | 101.5 | 112.0 |
| Venezuela | 24.5 | 21.0 | 122.0 | 120.0 |
| Portugal | 59.8 | 39.0 | 240.1 | 235.5 |
| New Zealand | 83.5 | 62.5 | 361.5 | 269.7 |
| Norwegian | 43.8 | 41.8 | 273.8 | 243.6 |
| South African | 143.0 | 130.5 | 589.5 | 507.0 |
| Swedish | 32.0 | 35.3 | 176.0 | 156.2 |
| Swiss-French | 47.0 | 51.0 | 205.0 | 222.0 |
| Swiss-German | 55.0 | 66.0 | 262.0 | 289.0 |
| Time International: | | | | |
| Time-Asia | 105.3 | 107.3 | 534.7 | 540.7 |
| Time-Atlantic | 128.1 | 131.3 | 648.5 | 622.3 |
| Time-Canada | 128.5 | 135.6 | 918.9 | 831.4 |
| Time-Latin America | 66.3 | 91.4 | 376.6 | 409.2 |
| Time-South Pacific | 150.1 | 186.9 | 793.9 | 801.6 |
| **Visao | 139.7 | 145.0 | 837.9 | 628.1 |
| ▶§Vision/Latin America | 43.2 | 62.2 | 211.2 | 233.4 |
| Total Group | 5,834.5 | 5,911.4 | 30,234.1 | 29,399.6 |
| *** % change 1982 vs. 1981 | −1.3% | | +2.8% | |

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Publications vote for politics See Magazine

# Advertising Age ®

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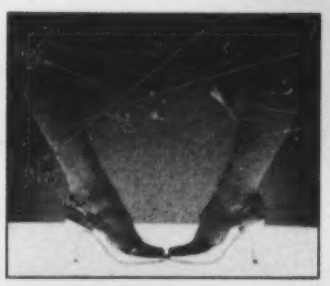
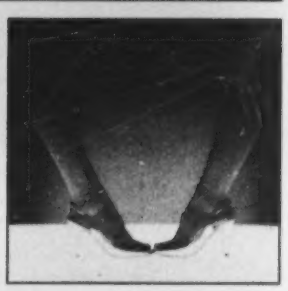
## *Pulling some legs*

No Nonsense Fashions claims its new Ultra Sense sheer pantyhose won't pull out of shape, as stressed in this tv commercial set for network tv this fall (AA, Jan. 25). Theme is: "With Ultra Sense, I've got pull." Grey Advertising handles.





# Cash-discount sales get big Exxon drive

By ROBERT RAISSMAN

In an effort to convince motorists to reach for their dollars rather than their plastic, Exxon U.S.A. will back its new discount-for-cash program with a national tv campaign.

Exxon would not reveal budget figures, but industry sources estimated Exxon would be spending in the $6 million-to-$8 million range for what is believed to be a monthlong campaign.

The nation's largest oil company—and largest corporation—will begin cutting prices to dealers next month to enable them to give discounts on cash purchases. This move by Exxon fits in with a pattern that has seen gasoline marketers return to pitching products and services rather than image.

Gasoline marketers and refiners have faced shrinking profits and are now trying to cut costs. One major area they have centered on has been their credit card operations. Amoco Oil said last month it would be starting a discount-for-cash program, and other major oil companies, including Mobil and Texaco, have tested discount-for-cash or charging fees for using credit cards in various cities.

■ Their efforts are targeted at staying competitive with companies such as Atlantic Richfield and Pennzoil Co., which have dropped credit card operations, and independent retailers (*i.e.*, Southland Corp.'s 7-Eleven outlets), who traditionally charge less at the pumps.

Although Exxon has not decided the exact discount dealers will receive, in a recent test of the program in

*(Continued on Page 58)*

SINGER'S AD ROLE NOT IN JEOPARDY

# P&G rumor hits Loretta Lynn

By JENNIFER ALTER

The rumors linking Procter & Gamble with satanism are affecting more than the company and its reputation.

Country singer Loretta Lynn, the celebrity spokeswoman for Crisco, received enough calls and letters about her connection with the P&G brand that she became quite upset and, at first, questioned the association.

David Skepner, exec vp of Loretta Lynn Enterprises, said Ms. Lynn had received "just bags of mail" during the past several months. "If it had only been one or two, we could throw those out. But when you start getting those in sacks you have to look into it," he said in a telephone interview. He noted that a lot of the letters came from Texas.

In an earlier letter to Advertising Age, Mr. Skepner said "the effort directed against Loretta had reached such proportion that she was genuinely concerned." He noted that Ms. Lynn "has been doing commercials for Crisco for almost four years. . .and I hate to admit that this kind of a situation could have put the relationship in jeopardy."

Elaborating on this letter, Mr. Skepner said that once Ms. Lynn learned the problem was of a corporate nature rather than something directed at her personally, she felt better. She never seriously considered severing the P&G relationship, he added.

Some of those contacting Ms. Lynn reportedly have threatened to stop buying her records. However, MCA, under whose label she records, said sales have not been hurt.

Although Ms. Lynn initially was to have been made available for an interview with Ad Age, P&G apparently put a stop to any such ar-

*(Continued on Page 58)*

# Final 'M*A*S*H' eyes tv record

By COLBY COATES

New York—It looks as though CBS will air next year's two-hour "M*A*S*H" finale on Sunday, Feb. 27. And there is a strong feeling at both CBS and producer 20th Century-Fox that the final episode will rack up "Dallas"-sized viewer numbers.

Sources familiar with the scheduling hedge a bit, indicating that in network tv nothing is ever set in stone. Nevertheless, the Feb. 27 airdate has been tentatively agreed upon. In view of the competition's sweeps plans, the date makes additional sense. The major event of the February sweeps period, aside from the "M*A*S*H" finale, will be ABC's multipart epic, "Winds of War." But that blockbuster is scheduled to run Sunday to Sunday Feb. 6 to 13, throughout most of prime time every night except Saturday.

The famous "Who-shot-J.R." episode in November, 1980, was the biggest single-series episode in tv history, notching a 53.3 rating and 76 share. The final "Fugitive" episode (August, 1967) ranks second; the feeling is that "M*A*S*H" will top that program's 45.9 rating. "M*A*S*H's" final curtain call will probably approach the record viewers level, also set by "Dallas,"

*(Continued on Page 60)*

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## last minute news

### *Church's Fried Chicken confirms BBDO split*

San Antonio—Church's Fried Chicken chain and BBDO/Chicago apparently are parting company, after only 10 months. Church's confirmed the split, declining further comment; BBDO said late Friday there were discussions set for this week. The estimated $6 million advertiser stopped its new BBDO-created campaign this spring, and apparently has no ads planned for the near future.

### *Judge delays decision in Barclay cigaret case*

Louisville, Ky.—The federal judge in the Barclay cigaret case Friday indicated it might be another 30 to 45 days before he decides whether FTC can take action against the Brown & Williamson brand's controversial 1mg tar rating. His June 25 temporary restraining order (AA, July 5) remains in effect, permitting B&W to continue the 1mg claim while blocking the release of FTC documents that suggest the brand really delivers between 4mgs and 7mgs of tar.

### *Kraft tries 11-item line of Salad Bar toppings*

Glenview, Ill.—Kraft is testing Salad Bar toppings, an 11-item line of packaged salad ingredients, in Houston and possibly other markets. Tv via JWT is set to break this week. *(See related story, Page 3.)*

### *P&G to test value-price Merit paper towels*

Cincinnati—P&G is entering the value end of the paper towel market with the test of Merit towels in Washington, D.C., Maryland and parts of Virginia, Delaware and Pennsylvania. In 99-sheet jumbo roles, the two-ply product is priced 15% below P&G's Bounty and 16% above its unadvertised Summit. It will be shipped Aug. 16, with ads breaking in late September. WRG, New York, handles. Merit joins Banner toilet tissue, another P&G test item positioned in the value segment (AA, May 31).

*(Continued on Page 8)*

# MPA pick slips from its grasp

By CHRISTY MARSHALL

New York—Sometimes it is hard to pin a good man down.

The Magazine Publishers Assn. thought it had found the man to succeed retiring MPA president Kent Rhodes. Assisted by recruiter Frank Farrell of Neumann International, the five-member executive search committee spent months interviewing prospective candidates (AA, May 3). In fact, sources say the headhunters queried 225 candidates.

They settled on John Crittenden Sawhill, 45, former deputy secretary of the Department of Energy; former president of New York University; former administrator of the Federal Energy Administration; former associate director of the Office Management Natural Resources, Energy & Science, and currently with McKinsey & Co.

*(Continued on Page 62)*